

## Sophisticated technology transfer to rural markets IDEAL MOTORS AND AUTOMOBILE ASSOCIATION IN STRATEGIC PARTNERSHIP

Ideal Motors, distributors for the Mahindra & Mahindra range of vehicles in Sri Lanka have entered into a strategic partnership with the Automobile Association [AA] of Ceylon for the transfer and implementation of superior automobile technology to the semi urban and rural areas of Sri Lanka.

"This is indeed a ground breaking move which would entail an investment of over Rs 20 million on the part of Ideal Motors and Mahindra, whereby with the assistance of the AA we would help empower our youth in the latest Automobile training skills in keeping with present global trends. This move is in keeping with HE President Mahinda Rajapakse's vision of "Transferring Technology to the Villages", said Chairman Ideal Motors, Nalin Welgama.

Ideal Motors (Pvt) Ltd., a member of the Ideal Group, has sold over 5,000 units of Mahindra & Mahindra Vehicles in Sri Lanka in a short span of 15 months since its appointment in 2009. Mahindra & Mahindra, India is recognized as the first Indian company to introduce ECU (Electronic Control Units) and CRD (Common Rail Diesel) technology to utility based automobiles belonging to the lower clusters of the vehicle pyramid. Thus, Ideal Motors will become the first company in Sri Lanka to introduce this selfsame technology to the rural segment of Sri Lanka.

President of the AA, Mr Dhammika Attygalle said that they were happy to partner with Ideal Motors in their bid to introduce new technology to the rural areas.

"The AA will facilitate the conducting of technical training pertaining to this project at the AA training center in Colombo. We will also assist Ideal Motors to arrange local training in selected areas on "Smart Tester" and Diagnostic Tools which have been introduced by Mahindra & Mahindra India, as well as provide membership to Ideal Motors service dealers and customers" said Attygalle.

As a result of this partnership, AA members could qualify to be dealers for Ideal Motors for Mahindra Vehicles, depending on their capability and vacancy availability.

"Apart from the introduction of new technology, Ideal Motors will also provide technical training to diesel mechanics and AA field officers on the latest technologies in ECU (Electronic Control Units) and CRD (Common Rail Diesel) which are now common in the automobile industry. We would also attempt to standardize mechanical garages countrywide and provide training on entrepreneurship for owners of local workshops", said General Manager After Markets, Ideal Motors, Chaminda Wanigaratne.



"The second phase of this project would be to set up a fully fledged Automobile Training Center in Colombo with the help of Mahindra & Mahindra India", said CEO Ideal Motors, Chaminda Perera. "The proposed training institute will be under the direct guidance and supervision of Mahindra & Mahindra India and will be equipped with the latest tools and equipment, while current techniques and trends of the automobile industry will be imparted to the trainees". Perera went on to say that the focus of this Centre will be on enhancing the capabilities of rural youth on the latest automobile technologies with special emphasis on Mechatronics and Diagnostic Techniques. "Courses will be conducted at greatly subsidized rates and upon successful completion of training the participants will be placed in suitable employment in both local as well as foreign markets" said Perera.

Ideal Motors who together with Mahindra & Mahindra have spearheaded this initiative will invest a total of Rs 20 million in this project.

"In reality this is our CSR project for the year 2011 / 2012. We are not looking at a return on our investment in Rupee terms, but instead want to contribute towards the upliftment of the industry and generate more jobs for rural youth", said Deputy Chairman of Ideal Motors and former national cricketer, Aravinda De Silva.

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